IN THE CLAIMS:

Claims 1-59 Canceled

60. (Previously Presented) Fish landing apparatus, comprising:

a plurality of telescoping sections that include a handle section at one end of the telescoping sections and a net attachment section at an opposite end of the telescoping sections;

a net attached to the net attachment section; and

a self-contained light body for illuminating the net, the light body adapted for being attached to one of the net and the net attachment section, the light body comprising:

an LED;

a rotary switch lens rotatably attached to the light body and having a light passage portion for passing light from the LED therethrough, the light passage portion being one of translucent and transparent;

a disc type battery providing electric power; and

a radially-aligned contact pair opened or closed by rotation of the rotary switch lens for on/off switching of the electric power to the LED.

61. (Previously Presented) The fish landing apparatus of claim 60, wherein the net attachment section is a shaft having an open end facing the net, and wherein the light body has a first lengthwise portion adapted for being inserted into the open end and has a second lengthwise portion with a peripheral edge part wider than the shaft, the second lengthwise portion being adapted for abutting a periphery of the open end.

62. (Currently Amended) The fish landing apparatus of claim 61, wherein the open end of the shaft has a protruding portion with a shape, and wherein the first lengthwise portion of the light body has an outer surface that includes a shape essentially the same as the shape of the protruding portion of the shaft, thereby effecting a keyed radial orientation of the light body ~~respecting its~~ when inserted ~~position in~~ into the open end of the shaft.

63. (Previously Presented) The fish landing apparatus of claim 60, wherein the light body has a light-emitting end having an interior surface with an annular groove, and wherein the rotary switch lens has an annular ridge structured to fit within the annular groove.

64. (Previously Presented) The fish landing apparatus of claim 60, wherein a brightness of the LED is set to a level of non-disturbance of a fish.

65. (Previously Presented) The fish landing apparatus of claim 60, further comprising a brightness adjuster structured for changing a light illumination level of the LED by rotation of the rotary switch lens.

66. (Previously Presented) The fish landing apparatus of claim 65, wherein the brightness adjuster comprises:

a plurality of rotary switch positions accessed by the rotation of the rotary switch lens; and

an illumination level control member structured for adapting the LED to a plurality of brightness levels corresponding to the plurality of switch positions.

67. (Previously Presented) The fish landing apparatus of claim 60, wherein the net comprises at least one frame member having a surface opposed to the LED and having disposed on the surface at least one of reflective tape and reflective coating.

68. (Previously Presented) The fish landing apparatus of claim 67, wherein the at least one of reflective tape and reflective coating contains fluorescent pigment.

69. (Previously Presented) The fish landing apparatus of claim 68, further comprising an optical filter for filtering light emitted by an excitation of the fluorescent pigment.

70. (Previously Presented) The fish landing apparatus of claim 67, wherein the at least one of reflective tape and reflective coating contains pigment replicating a fish-friendly environment.

71. (Previously Presented) The fish landing apparatus of claim 67, wherein the at least one of reflective tape and reflective coating contains a pigment in a pattern that replicates a fish-friendly environment.

72. (Previously Presented) The fish landing apparatus of claim 71, wherein the pattern has a spatial arrangement comprising one of two-dimensional and three-dimensional.

73. (Previously Presented) The fish landing apparatus of claim 67, wherein the light body further comprises a light beam shaper for focusing a light beam emitted from the illuminator on the at least one of reflective tape and reflective coating.

74. (Previously Presented) The fish landing apparatus of claim 60, further comprising a clamp structured for attaching the light body to the net.

75. (Previously Presented) The fish landing apparatus of claim 60, wherein the net includes a collapsible frame.

76. (Previously Presented) In a fish landing apparatus having a net attached to a shaft and having a light for illuminating the net, the improvement comprising the light having a rotary switch lens for on/off switching of an LED in a module insertable into a distal end of the shaft.